



WEWS

ORDER

Flight Dates **10/02/12-10/08/12**

Contract / Revision **303008 /**
Original Date / Revision
 06/27/12 10/01/12
Advertiser **Brown / Democrat / Senate -**

Agency **Shorr Johnson Magnus**
Buying Contact

**1831 Chestnut Street
 Philadelphia, PA 19103**

Product
Candidate. Sherrod Brown DSCC 1
Agency Com 15%
Billing Contact
**1831 Chestnut Street
 Philadelphia, PA 19103**

Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:20:00
Estimate # **Week # 5. 10.2-10.8.12**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL CAND
Product Codes PL
Priority P-1
Advertiser Ref

Primary Account Executive
 Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share %	Market Value
Competing Station	% of Order Amount
CABLE	%
UNKWN	100%
WBNX	%
WDLI	%
WEAO	%
WGGN	%
WJW	%
WKYC	%
WMFD	%
WOAC	%
WOIO	%
WQHS	%
WUAB	%
WVIZ	%
WVPX	%

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	37	\$43,987.50	\$51,750.00	0.00
Totals	37	\$43,987.50	\$51,750.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/08/12	37	\$43,987.50	\$51,750.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	10/02/12	10/08/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	6	\$600.00	P-2	0.00	NM	8	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	- TWTF--	6		\$600.00		0.00						
Week:		10/08/12	10/14/12	M-----	2		\$600.00		0.00						
N 2	WEWS	10/02/12	10/04/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	- TWT---	:30	3	\$1,300.00	P-2	0.00	NM	3	\$3,900.00



WEWS

Print Date: 10/03/12

Page 2 of 2

Contract / Revision **303008** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 06/27/12/ 10/01/12

Order Sep 00:20:00

Advertiser **Brown / Democrat / Senate** Product **Candidate. Sherrod Brown** Estimate # **Week # 5. 10.2-10.8.12**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	10/02/12	10/04/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	-TWT---	:30	3	\$1,300.00	P-2	0.00	NM	3	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWT---					3	\$1,300.00		0.00			
N 3	WEWS	10/02/12	10/04/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	-TWT---	:30	3	\$950.00	P-2	0.00	NM	3	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWT---					3	\$950.00		0.00			
N 4	WEWS	10/02/12	10/08/12	M-F 730-8P M-F 730-8P	CM	730-8p	MTWTF--	:30	4	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWTF--					4	\$1,000.00		0.00			
Week:		10/08/12	10/14/12	M-----					1	\$1,000.00		0.00			
N 5	WEWS	10/02/12	10/08/12	M-F 7-730p M-F 7-730p	CM	7-730p	MTWTF--	:30	4	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWTF--					4	\$1,000.00		0.00			
Week:		10/08/12	10/14/12	M-----					1	\$1,000.00		0.00			
N 9	WEWS	10/04/12	10/04/12	Thursday Prime B Thursday Prime B	CM	9-10p	---T---	:30	1	\$12,000.00	P-2	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$12,000.00		0.00			
N 11	WEWS	10/02/12	10/08/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	MTWTF-S	:30	7	\$2,400.00	P-2	0.00	NM	6	\$14,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWTF-S					5	\$2,400.00		0.00			
Week:		10/08/12	10/14/12	M-----					1	\$2,400.00		0.00			
N 12	WEWS	10/06/12	10/06/12	LN after Sports LN after Sports	CM	11p-130x	-----S-	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$800.00		0.00			
N 13	WEWS	10/02/12	10/08/12	M-F 1202a-107a Jimmy K M-F 1202a-107a Jimmy K	CM	1202-107x	MTWTF--	:30	4	\$600.00	P-2	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWTF--					4	\$600.00		0.00			
Week:		10/08/12	10/14/12	M-----					1	\$600.00		0.00			
Totals														37	\$51,750.00